

Please amend Application **AMENDMENT** p.7, 3<sup>rd</sup> full paragraph as follows:

Vendors advertising in newspapers often provide coupons on merchandise for sale as enticements to draw members of the public into retail outlets. Said vendors, advertising or otherwise marketing merchandise in ~~video or~~ audio or video programs program material, may electronically distribute coupons via the program signals representative of such program material in television or radio advertisements.

Please amend Application **AMENDMENT** p.8, 1<sup>st</sup> full paragraph as follows:

Further, said prior art systems do not combine vendor coupon hyperlink activation information entry and interactive television with the Internet to ~~assist in entering and distributing~~ facilitate viewer web coupon information access. As demonstrated herein, web technology can facilitate ~~such~~ program-related content coupon information hyperlink access activation entry and distribution. Thus, the problem with the prior art is twofold: excessive television data capacity and failure to employ the Internet to enhance vendor entry and distribution of program-related ~~coupon content hyperlink~~ information.

Please amend Application **AMENDMENT** p.8, 2<sup>nd</sup> full paragraph as follows:

The instant invention solves said twofold problem in prior art systems first by transmitting via the ~~video or~~ audio or video program signal the hyperlink address such as URL to a web page having program-related content a coupon rather than the entire content coupon itself. Second, the instant invention brings the vast resources of the World Wide Web to facilitate vendor entry of program-related ~~coupon content hyperlink address and activation~~ information ~~and integrates program-related URL receiving with Internet access to hyperlink to coupon web~~

page. The term "coupon" is defined herein expansively, for example including as in Engel, et al al, Pat. No. 5,907,830, which is incorporated herein by reference, to include any paper or electronic certificate used to obtain anything of interest to a potential consumer such as special pricing, a discount, money, a ticket, samples or additional product, premiums, rebates or any other thing of value or interest.

Please amend Application AMENDMENT p.9, Heading at line 24 as follows:

#### **1. WEBSITE-1. STRING GENERATION**

Please amend Application AMENDMENT pgs.9-10, last paragraph starting on p. 9 and continuing on to p. 10 as follows:

Referring to the Drawing ~~FIG.~~ **FIG.** 2 1, TELEVISION FACILITY COMPUTER 12 may access WEBSITE 1 via PUBLIC/PRIVATE LINK 2, which may be the public switched telephone network, an integrated digital network or similar wire or wireless facility, to encode an advertisement with an hyperlink address string such as an URL string including an hyperlink address such as an URL to a web page having advertisement-related content such as at least one coupon related to said advertisement and ~~text identifying said at least one coupon~~ an hyperlink activation attribute for user-activated or automatic hyperlink activation. While the ~~Drawing~~ Drawings and system description herein are substantially specific to television facilities, it is understood that such specification is for illustrative purposes only and the ~~Drawing~~ Drawings and system description apply equally to broadcast, cable, satellite and Internet television and radio facilities and any ~~video or~~ audio or video recording medium.

Please amend Application AMENDMENT p.10, 1<sup>st</sup> full paragraph as follows:

Initially upon accessing WEBSITE 1, TELEVISION FACILITY may enter as date/time attribute 7 the end date/time for said advertisement to indicate when

said URL will no longer be valid. In addition to encouraging ~~viewers/listeners~~ listeners/viewers to return to ~~video/audio~~ audio/video programming after an advertisement-related coupon hyperlink, setting date/time attribute 7 to the advertisement end date/time effectively limits one coupon per ~~viewer/listener~~ listener/viewer due to practical time limitations after printing a first coupon off WEB PAGE 35.

Please amend Application AMENDMENT pgs.10-11, last paragraph starting on p. 10 and continuing on to p. 11 as follows:

Next via WEBSITE 1 data entering means, TELEVISION FACILITY may search DATABASE 2 of brand names and associated URLs to coupon web pages (each located as INDIVIDUAL WEB PAGE 4 at WEBSITE 1 or at the brand name website) to select a brand name scheduled to be advertised in said advertisement. Said brand names and associated URLs may be listed in DATABASE 2 by product/service category and subcategory, key word/phrase and alphabetically. When a brand name is selected, the associated URL 6 to the web page having at least one brand name coupon may be automatically entered in said URL string and, for said user-activated hyperlink activation, the text "[Brand Name] Coupon", using the selected brand name, may be automatically generated in said URL string as ~~said~~ text 9 identifying said at least one coupon related to said advertisement. TELEVISION FACILITY may alternatively directly enter via ~~said data-entering means~~ COMPUTER 12 a brand name of interest and/or an associated URL 6 to a web page having at least one brand name coupon and, for said user-activated hyperlink activation, said text 9 identifying said at least one coupon related to said advertisement without selecting said brand name from DATABASE 2. For said automatic hyperlink activation, TELEVISION FACILITY may enter

via COMPUTER 12 at least one advertisement/hyperlink activation start date/time as demonstrated in appended Appendix pages 27-33.

Please amend Application **AMENDMENT** p.11, 2<sup>nd</sup> full paragraph as follows:

Said URL string may be generated for VBI, Line 21 ("Transport Type A") and resource data and trigger ("Transport Type B")\_transmission using the EIA-746A standard as specified in ~~w-w-w.atvef.comlibrary/spec1\_1a.html~~ at the ATVEF web page (atvef.com/library/spec1\_1a.html), which is incorporated herein by reference. Said EIA-746A standard provides both television operators and receiver manufacturers a common means for delivering URLs associated with a commercial or other program, using the same television transmit channel used for closed captioning, thereby making said URLs available virtually everywhere television programming is received and enabling the use of closed captioning tools to encode and broadcast the URLs. The system disclosed herein supports both Transport Type A and Transport Type B, as well as other equivalent, triggers and Synchronized synchronized multimedia integration language coding.

Please amend Application **AMENDMENT** pgs.11-12, last paragraph starting on p. 11 and continuing on to p. 12 as follows:

Via generating means WEBSITE 1 may generate 5 an URL STRING including said selected URL, ~~<www.text-2.com/coupon.asp?Brand Name>6,~~ "<www.text-2.com/coupon.asp?Brand Name>6," the entered date/time attribute, [e:yyyymmddThhmmss] 7 to indicate the ending date (on the left side of "T") and time (on the right side of "T") that the URL associated with said advertisement is to be valid – for example, the advertisement end date/time, and, for user-activated hyperlink activation, [n:Brand Name Coupon] 9 to display as text identifying said at least one coupon to prompt a ~~viewer or~~ listener or viewer to activate a program-

related URL 6 hyperlink to coupon WEB PAGE 35 or, for automatic hyperlink activation, [auto:true] (NOT SHOWN) for WebTV™ Receiver to automatically load an interactive television link and, optionally, [time:yyyymmddThhmmss] (NOTSHOWN) (NOT SHOWN), an hyperlink start date/time attribute detected by WebTV™ Receiver. Optionally, said URL string may further comprise [t:a] 8 indicating the program type is an advertisement, [v: 1] 10 indicating the URL content is ATVEF compliant and a checksum 11 for error detection/correction. Additional attributes that may be coded in said URL string include [s:string] (NOT SHOWN), a script attribute, ~~[auto:true] (NOT SHOWN)for WebTV™ Receiver to automatically load an interactive television link, and~~ [showPIP:true] (NOT SHOWN) so a picture-in-picture video appears in a target web page on WebTV™ Receiver ~~and [time:yyyymmddThhmmss] (NOTSHOWN), an hyperlink start date/time attribute detected by WebTV™ Receiver.~~

Please amend Application AMENDMENT pgs.12-13, last paragraph starting on p. 12 and continuing on to p. 13 as follows:

Said URL string comprises an hyperlink address string associated with predetermined program material related to predetermined content 35 located at a predetermined hyperlink address for activating an hyperlink to said predetermined hyperlink address during the playing of said predetermined program material wherein said activating is user-activated or automatic and is generated by:

entering via data entering means 12 to database means 1:

said predetermined hyperlink address and

predetermined hyperlink activation data for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

~~predetermined user-activation data for visually displaying~~  
~~predetermined data to prompt said user-activating said hyperlink~~  
to said predetermined hyperlink address or

~~predetermined automatic activation data for automatically~~  
activating said hyperlink to said predetermined hyperlink address  
and

~~generating via generating means 1 operably coupled to said database~~  
means 1 said hyperlink address string associated with said predetermined  
program material including:

~~an address attribute specifying said predetermined hyperlink~~  
address 6 and

~~at least one respective attribute for said user-activated or~~  
automatic activating said hyperlink to said predetermined hyperlink  
address including:

~~an user-activating attribute 9 for visually displaying said~~  
~~predetermined data to prompt said user-activating said hyperlink~~  
to said predetermined hyperlink address or

~~an automatic activating attribute (NOT SHOWN) for said~~  
automatic activating said hyperlink to said predetermined  
hyperlink address.

Please amend Application AMENDMENT p.14, 1<sup>st</sup> full paragraph as follows:

In one preferred embodiment disclosed herein said ~~data entering~~ database means  
and generating means may comprise web site means, WEBSITE 1. Alternatively In  
said embodiment, said data entering means ~~and generating means~~ may comprise  
client computer means, i.e. COMPUTER 12.

Please amend Application **AMENDMENT** p.15, 1<sup>st</sup> full paragraph as follows:

~~Website including~~ HTML code demonstrating one embodiment of said system ~~website means~~ is provided below in Appendix, which is incorporated by reference. Specifically, Appendix demonstrates, respectively, WEBSITE 1 data entering means 12 searching by product/service category and subcategory, key word or phrase and alphabetically and selecting a brand name for an associated brand name coupon web page URL and optionally text to be entered (3 pages of code, 11-13), ~~and entering~~ WEBSITE 1 displaying entered program-related content hyperlink activation/deactivation start/end date/time attributes instructing hyperlink deactivation at ad end times (5 pages of code, 14-18) and ~~WEBSITE 1 entering means 1~~ entering hyperlink URL and activation data including text for user-activated hyperlink activation and hyperlink activation start date/time information for automatically activated hyperlink activation and generating means 1 generating the URL string (29 pages of code, 19-47) .

Please amend Application **AMENDMENT** p.15, 2<sup>nd</sup> full paragraph as follows:

The apparatus claimed herein, a program signal receiver apparatus, is tied to and dependant upon said data entering means, database means and generating means. Indeed, said apparatus is dependant on said data entering, database and generating means to receive a program-related content hyperlink address ~~coupon web page URL~~ and ~~text identifying the a program-related coupon~~ hyperlink activation an attribute for user-activated or automatic hyperlink activation during the playing of associated program material.

Please amend Application **AMENDMENT** pgs.15-16, last paragraph starting on p. 15 and continuing on to p. 16 as follows:

Referring to the Drawing **FIG. 1**, TELEVISION TUNER 22 may receive said

URL string transmitted via TELEVISION DATA TRANSMISSION LINK 21. Said program signal receiving means may comprise any ~~video or~~ audio or video program receiver means such as broadcast, cable or satellite television or radio tuner means, the WebTV <sup>TM</sup> Internet Terminal available from Microsoft Corporation Redmond, WA or WebTV Networks Inc., Palo Alto, CA, set-top box means, Internet program signal receiver means or other program signal receiver means. In another embodiment, said program signal receiving means may comprise storage medium means such as ~~video or~~ audio or video recorder or media player means.

Please amend Application AMENDMENT p.16, 1<sup>st</sup> full paragraph as follows:

Via DATA INPUT/OUTPUT 23, said URL string may be input to MICROPROCESSOR 24 (which may comprise any conventional data processor, microprocessor, central processing unit or equivalent data processing means). ROM 25 may store the program of instructions which controls MICROPROCESSOR 24. MICROPROCESSOR 24 may then route URL 6 via BUS 27 to be temporarily stored in RAM 28; and route [n:Brand Name Coupon] 9 via INTERFACE DEVICE 29 to be displayed as non-hypertext or, optionally, "hyperlink text" via LCD 30 or to LINK CONTROLLER 37 for automatic hyperlink activation responsive to [auto:true] (NOT SHOWN) or [time:yyyymmddThhmmss] (NOT SHOWN), and detect the URL expiration date/time from [e:yyyymmddThhmmss] 7, the type of Internet content URL 6 is associated with from [t:a] 8 (an advertising sponsor) and that the associated Internet content is ATVEF compliant from [v:1] 10. The term "hyperlink text" as used herein encompasses the meaning including hypertext conferred thereon in Boden, et al, Pat. No. 5,930,512, Nielsen, Pat. No. 6,199,071, Carroll, et al, Pat. No.



6,154,205 and Kato, Pat. No. 5,809,512, which are incorporated herein by reference.

Please amend Application AMENDMENT p.17, 1<sup>st</sup> full paragraph as follows:

Hyperlink to WEB PAGE 35 may be user-activated via PUSHBUTTON 31. Visual display means such as LCD 30 may be used to alert an user that user activation of said hyperlink is available to be made. LCD 30, for example, may visually display "[Brand Name] Coupon" as text or, optionally, hypertext from [n:Brand Name Coupon] 9 to inform viewers that an hyperlink to coupon WEB PAGE 35 is available. In the WebTV <sup>TM</sup> Internet Terminal embodiment ~~Disclosed~~ disclosed herein LCD 30 may comprise a drop down panel that displays said text. Date/time attribute 7, in addition to indicating when program-related URL 6 is no longer valid, may specify a stop display time as well so that said display coincides with the time when coupon WEB PAGE 35 is available to be accessed.

Please amend Application AMENDMENT pgs.17-18, last paragraph starting on p. 17 and continuing on to p. 18 as follows:

Both LCD 30 and PUSHBUTTON 31 may be built into a conventional remote control unit, such as that disclosed in Yazolino, et al, Pat. No. 5,329,379, which is incorporated herein by reference, and communicably coupled to MICROPROCESSOR 24. INTERFACE DEVICE 29 may then connect to a conventional two-way infrared (IR) link coupled to said remote control unit to send and receive control signals. If said URL string includes [auto:true] (NOT SHOWN) for WebTV <sup>TM</sup> Receiver to automatically load an interactive television link and, optionally, [time:yyyymmddThhmmss] (NOT SHOWN) (NOT SHOWN), an hyperlink start date/time attribute detected by WebTV <sup>TM</sup> Receiver, the hyperlink

to WEB PAGE 35 may be automatically activated responsive to said respective hyperlink automatic load or hyperlink start time attribute.

Please amend Application AMENDMENT pgs.18-19, last paragraph starting on p. 18 and continuing on to p. 19 as follows:

Upon said user-activated or automatic activation, an hyperlink to WEB PAGE 35 may be established via TELEVISION/CLIENT BROWSER (NOT SHOWN).  
Thereby, said program signal receiver apparatus may play program material including predetermined program material related to predetermined content 35 located at a predetermined hyperlink address and, during the playing of said predetermined program material, activate an hyperlink to said predetermined hyperlink address wherein hyperlink activation is user-activated or automatic and comprise:

program signal receiving means 22 for receiving program signals representative of said predetermined program material and an hyperlink address string associated with said predetermined program material including:

an address attribute 6 specifying said predetermined hyperlink address and

at least one respective attribute for user-activating or automatic activating said hyperlink to said predetermined hyperlink address including:

an user-activating attribute 9 for ~~visually displaying~~  
~~predetermined data to prompt~~ said user-activating said hyperlink to said predetermined hyperlink address or

an automatic activating attribute (NOT SHOWN) for said automatic activating said hyperlink to said predetermined

hyperlink address;

data processing means 24 operably coupled to said program signal receiving means 22 for processing at least one of said attributes included in said hyperlink address string;

memory means 28, visual display means 30 and user-activating means 31, each operably coupled to said data processing means 24 and collectively configured for said user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute 9,

said memory means 28 for storing said predetermined hyperlink address specified in said address attribute for predetermined time;

said visual display means 30 for visually displaying said predetermined data for predetermined time to prompt said user-activating said hyperlink to said predetermined hyperlink address and

said user-activating means 31 for activating hyperlink means 34 to hyperlink to said predetermined hyperlink address;

automatic activating means 37 operably coupled to said data processing means 24 for automatically activating said hyperlink means 34 to hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute (NOT SHOWN) and

said hyperlink means 34 for establishing said hyperlink to said predetermined hyperlink address.

Please amend Application **AMENDMENT** pgs.19-20, last paragraph starting on p. 19 and continuing on to p. 20 as follows:

Once access to WEBPAGE 35 is achieved, COUPON 36 may  
then be printed, optionally without user activation pursuant to, for example, an

HTML instruction included in said URL string, via WebTV™ PRINTER (NOT SHOWN) at COMMUNICATIONS DEVICE 34. In another embodiment disclosed herein, a SMART CARD (NOT SHOWN) as disclosed in Britt, Jr., Pat. No. 6,141,678, White, et al, Pat. No. 4,119,114 and Nemirofsky, Pat. No. 5,907,350, which are incorporated herein by reference, may be coupled to COMMUNICATIONS DEVICE 34 to receive redeemable coupons.

Please amend Application AMENDMENT p.20, 1<sup>st</sup> full paragraph as follows:

LINK CONTROLLER 37 may serve as an ~~hyperlink~~ automatic hyperlink activator and de-activator deactivator. ~~For example,~~ LINK CONTROLLER 37 may automatically ~~de-activate~~ deactivate an advertisement-related hyperlink to an advertising brand name coupon WEB PAGE 35 when the advertisement ends, e.g. the date/time specified by URL date/time attribute 7. In said embodiment [e:yyyymmddThhmmss] 7 may reference an automatic hyperlink ~~de-activate~~ deactivate HTML instruction. In one embodiment herein said hyperlink may be ~~de-activated~~ deactivated via LINK CONTROLLER 37 as the WebTV™ client disclosed in Perlman, et al, Pat. No. 5,896,444, which is incorporated herein by reference, terminates communication with a server.